# Philip Morris USA — Shipments

## FIRST QUARTER PERFORMANCE
## W/E 2/25/94

- PM quarter to date volume expanded to 6.0 billion units above O.B. primarily as a result of lower than projected payback from year end excess and above normal McLane shipments.

- PM-USA's weekly shipments of 3.9 billion units were 300 million units below the prior week, with half of all accounts purchasing below the prior week.
  - Some orders were shipped last week prior to President's Day, thereby contributing to part of the decrease experienced this week.
  - The cumulative excess inventory at wholesale is estimated to be 3.7 billion units.

- McLane purchased 539 million units during the past week, representing 13.9% of PM-USA's total shipments, almost 3 percentage points above norm.
  - McLane's estimated sales for the balance of the quarter are estimated to be 140 million units per week, nearly 400 million units below their allocation.

- Industry volume for the week totalled 8.9 billion units, down (-6.6%) versus week ago. The deficit was spread close to fair share across all competitors with the exception of B&W which was virtually flat versus week ago.

- PM-USA's industry share decreased -0.4 share points from last week to 43.5%, though during the past 13 weeks, its share reached 44.8%, a 1.6 share point gain from the prior 13 weeks.

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Source: https://www.industrydocuments.ucsf.edu/docs/gjpk0000